



ESSEX

Community Futures Development Corporation
Société d'aide au développement des collectivités

Annual Report



Essex CFDC/SADC

With the support of the Federal Economic Development Agency for Southern Ontario

Canada 

2011/2012

Due to contract restructuring with Fed Dev Ontario, our year end was changed to coincide with the Federal Government's year end of March 31 and thus created a shortened year for this "Annual" report.

Community Futures Development Corporations (CFDCs) support community economic development by assisting Ontario's rural communities strengthen and diversify their economies. As a community-based non-profit organization, the Essex CFDC is governed by a board of local volunteers and is staffed by experienced personnel who encourage entrepreneurship and the pursuit of economic opportunities.



The Federal Government, through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), provides funding, advice and support to a network of CFDCs across Ontario who carry out the following services:

- ❑ *Strategic community planning and socio-economic development*
- ❑ *Support for community-based projects*
- ❑ *Business Services*
- ❑ *Access to Capital*

Strategic Community Planning and Development

CFDCs work closely with communities to assess local challenges, explore new ideas and opportunities to help implement development strategies that could strengthen their economies. Essex CFDC provides service to Amherstburg, Essex, Kingsville, Lakeshore, LaSalle, Leamington, Pelee Island and Tecumseh.

Following a Strategic Planning initiative in 2008, focus was placed by the Essex CFDC on Collaboration strategies with emphasis on a Regional approach to economic development. It was determined that in order to strengthen and build on the existing community capacity, priority pillars needed to be identified for the Essex CFDC. The five (5) pillars established in the Essex CFDC Strategic Plan for 2008-2012 were:

- ✓ *Business Retention and Expansion*
To enhance the success and growth of local business ventures
- ✓ *Working Together Windsor-Essex*
To take a leadership role in promoting collaboration
- ✓ *Tourism*
To promote tourism in the county with a focus on regional/collaborative efforts
- ✓ *Agri-Business*
To enhance the development of agri-business and value-added ventures
- ✓ *Higher Education, training, and skills development*
To encourage the competitiveness of local workforce and business through higher levels of education and training

Then in 2011, the Board adopted the Windsor-Essex Regional Economic Roadmap as the official Community Strategic Plan including its industry groups and strategic building blocks.

Community-Based Projects

CFDCs collaborate with a variety of partners from the public and private sectors to implement projects or special initiatives targeted to their communities in areas such as tourism, entrepreneurship, economic diversification and community adjustment. Essex CFDC participated in a number of projects over the past year working with regional partners and connecting key players in various sectors. The following are highlights of some Economic Development initiatives that Essex CFDC participated in and/or provided resources to in fiscal year 2011-2012:

Culture Task Force

Essex CFDC is a member of the *new* Windsor-Essex Prosperity Council (WE PROSPER). This Council identifies regional initiatives shared by its members and strategically aligns resources which allows representatives the ability to achieve their deliverables more efficiently and strategically. In this last year, Essex CFDC established and is chairing a Culture Task Force under this umbrella with the following mandate:

- To increase prosperity by supporting Creativity, Culture, & Quality of Place initiatives through the Windsor Essex region via the creation of a collaborative environment between the various organizations and private sector entities involved;
- To raise awareness of Windsor-Essex' rich culture as part of our Quality of Life profile & consequently effect positive change to local self-image challenges. Focus areas for go forward will be determined in the coming year where "Culture = Economic Prosperity"

Cultural Asset Mapping



The Windsor-Essex Cultural Mapping Project is a large-scale undertaking initiated by the Essex CFDC in collaboration with the Centre for Smart Community Innovation to support local economic development through culture. It was identified that Mapping increases community awareness and promotion of local culture to residents and tourists; strengthens networks and collaboration among cultural, community and business groups; and supports municipalities in better planning and decision-making.

This new web portal is a tool for systematically identifying and managing information on local cultural assets. An interactive module of the Cultural site will be the story telling component in which Windsor Essex residents will be able to provide pieces of social history that will reveal the rich culture of the community. Last year, a student of the University of Windsor was hired to research cultural sites and help update the contents of this new web portal. The portal is now available online for the cultural assets with the story component in development. www.culture.windsor-essex.info

Breakfast Express Club

Several networking sessions were again held for entrepreneurs in the County last year in conjunction with local Chambers and BIA's. This collaborative effort between the Essex CFDC, the Small Business Centre and the Self Employment Assistance Office began in 2005. It is a valuable venue for small business owners to practice their networking skills and develop contacts and partnerships.



Connecting Windsor-Essex™

Essex CFDC is a proud partner in the Smart Community for Windsor and Essex County and continues its participation in its initiatives. The main goals of the Smart Community are consistent with Industry Canada guidelines including organization, community engagement, infrastructure, online services, and smart results.

www.windsor-essex.info

Other economic opportunities Essex CFDC supported last year were:

- **Tourism Windsor-Essex Pelee Island**
Contributed to the development of a mobile app for Birding to enhance our visitor's experience. The intent of the app is to help lure more tourists to Point Pelee National Park; Holiday Beach, Hillman Marsh; Jack Miner Sanctuary; Ojibway Prairie Complex.
- **WE Tech Alliance Website Update**
Supported a needed update of their website to ensure that members, clients and stakeholders had access to the most current data and information to benefit entrepreneurs and businesses in the region.
- **Essex County Federation of Agriculture (ECFA)**
Supported "The Real Dirt on Agriculture" television program – an innovative show based around agriculture in Essex County. The aim of the program is to educate consumers on Buying Local; and where to find the best grown food products.
- **Junior Achievement of South Western Ontario**
Supported the return of this organization to the Windsor Essex area including Financial Literacy Programs that were delivered in the elementary schools in our area.
- **The Naturalized Habitat Network of Essex County and Windsor**
Helped this non-profit agency with "Project Pawpaw" to bring back the native Pawpaw. This agricultural initiative will support the community's efforts on spotlighting locally grown food. The program will train local growers and consumers.
- **Workforce WindsorEssex**
Supported a community partner's initiatives in the research and development of a report on the skilled shortages in the Mold, Tool and Die & Machining Sector in the region.



Essex CFDC also supported several Seminars/Conferences for Businesses:

- *Driving Cross Border Business Seminar;*
- *Odette School of Business CCSBE (Canadian Council for Small Business and Entrepreneurship) 2011 Conference and*
- *Windsor Essex Economic Development Corporation's Small Business Centre "Grow your Business SMART" event*

Bilingual Services

Since 2002 services have been provided to clients in French. The CFDC continues to expand its francophone Economic Development opportunities. Last year, the Essex CFDC supported the following bilingual projects:

- *Journée de la Femme*
A conference organized by L'Union culturelle des Francos-Ontariennes – an organization that promotes the contribution of francophone women in our society.
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- *Workforce WindsorEssex*
Contributed to the translation of the following Reports produced by Workforce Windsor Essex:
 - *Innovative Workforce Toolbox – 5 tools*
 - *Mold, Tool, Die and Machining Sector in Windsor Essex Report*
 - *Active member of the Franco-Info Committee which provides an opportunity to the francophone community to expand their existing network and help maintain their profile in the community through information sharing sessions*
 - *Member of the Ontario Association of Community Futures Development Corporation French round table meetings held on a quarterly basis*

Business Services and Access to Capital \$

Business Services

CFDCs understand small businesses and the local marketplace providing important services to businesses, entrepreneurs, and social enterprises including:

- ❑ Business advice, counselling, information and referrals
- ❑ Guidance with business plans
- ❑ Export support
- ❑ Entrepreneurial training
- ❑ Information on relevant federal and provincial programs and services
- ❑ Canada Ontario Business Service Centre

Impact 2012 (9 months) – Responded to over 103 inquiries and in depth confidential client consultations

Small Business Loans

CFDCs also administer local investment funds to help finance new or existing small businesses for start-up, expansion or stabilization plans that help maintain or create jobs. Repayable financing of up to \$150,000 on commercial terms through loans, loan guarantees or equity investments is available when financing from other sources is insufficient. All CFDC financing decisions are made at the community level by the local Board of Directors.



FINANCIAL HIGHLIGHTS INVESTMENT FUND	2012 (3/4 year)	Since Inception
Total Investments Received	\$ 0	\$3,459,285
Total Funds/Loan Disbursed	\$ 244,000	\$6,008,032
Number of Loans	4	129
Average Loan Size	\$ 61,000	\$ 46,574
Total Funds / Loans Outstanding	\$2,740,232	\$2,740,232
Total Funds / Loans Repaid	\$ 293,012	\$2,698,468
Total Funds / Loans / Interest Written Off & Ins.	\$ 90,925	\$ 581,748
Funds Leveraged (Equity & 3 rd party)	\$ 195,420	\$8,162,708
Jobs	62	1,005

2012 Essex CFDC Board of Directors

<u>Name</u>	<u>Interests</u>	<u>Geographic Area</u>
Jim Gaffan, Chair	Human Resources	Kingsville
Rita Ossington, Vice Chair	Tourism/HR	Tecumseh
Justin Barker, Treasurer	Tourism, Hospitality	Leamington
Rob Lauzon, Secretary	Business/Financial	LaSalle
Martin Breshamer	Food Processing	Amherstburg
Paul Chauvin	Bilingual, Education	Lakeshore
Donald Lassaline	Bilingual, Business/Financial	Lakeshore/Essex

Retired in 2011: Paul Foster, Dodie Wilson

2012 Essex CFDC Staff

Linda Scott	General Manager
Michael Meloche	Business Services Officer
Claire Primeau-Bouchat	Bilingual Office Administrator
Jarrett Bézaire	Bilingual School Liaison